

Fundação Oswaldo Cruz



Publishing Your Research

Strategies to Maximize Your Chances
of Getting Your Papers Published
in the Best International Journals

WILEY



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Two Topics:

1. Why Publish?
2. How to Choose Your Journal Wisely

Why Publish?

- ❖ Publication provides an opportunity to tell your story

Once upon a time in
Brasil . . .

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Why Tell Your Story?

- ❖ Primary reason
 - To report the solution of an important scientific or medical problem
 - The outcome: To advance one's field

Peer-Reviewed Publications

- ❖ Validate your work through peer review
 - Your study is not officially part of the scientific record until it undergoes peer review
 - Provides a record that is available worldwide
 - Provides a record that is permanent

Why Publish?

- ❖ Secondary reason
 - To advance one's career
 - Having two reasons to publish can result in a conflict of interest
 - Primary reason conflicts with achieving the secondary reason
 - May contribute to research misconduct

Publishing Protagonists

Authors



Editors



Reviewers



Readers



For publishing to advance a field, all protagonists need to act ethically at all times

Where to Tell Your Story?

❖ Choosing a journal



Two Choices are Made

- ❖ You (the authors) choose where to submit (*i.e.*, which journal)
- ❖ They (the journals) choose what to publish (*i.e.*, which papers)
- ❖ But, YOU actually have some control over both choices!

Picking Where to Submit (Your Choice)

- ❖ What to consider?
 - Fit between your paper and the journal's scope
 - Reputation of the journal and its editorial board
 - Customer service of the journal

Fit between Your Paper and the Journal's Scope

- ❖ A good fit means that
 - Your paper is more likely to be accepted by the journal
 - Your paper is more likely to be read by the readers in your field
- ❖ Your goal in publication is to showcase your work
 - Showcasing advances both your field and your career

Reputation of a Journal

- ❖ Impact factor
- ❖ Common knowledge in the field of a journal's quality (not necessarily the same as impact factor)
- ❖ Ranking in the field (e.g., 3rd out of 10 journals)
- ❖ Scientific quality of the editorial board
- ❖ Citation half-life
- ❖ Author's previous success or lack thereof with a particular journal
- ❖ Customer service

Be Aware

- ❖ Journals with the highest impact factor have
 - The highest non-review and rejection rates
 - High “page-pressure” rate, resulting in severe limitations in number of pages, figures, and references; much of the data becomes supplementary

Be Aware

- ❖ Journals with the highest impact factor
 - Reviews frequently require additional experiments, which delays resubmission
 - However, journals with the highest impact factor are widely read and cited
 - The science published in them is generally assumed to be better
 - And have notable instances of scientific misconduct

Customer Service of the Journal

- ❖ How quickly does a journal review?
 - How quickly does journal publish?
- ❖ How fairly does the journal manage review?
 - How helpful are the journal’s reviews?
- ❖ Are costs levied to publish pages or color figures?
- ❖ Are the number of pages, figures, or references limited?
- ❖ Do you like the quality of the product (e.g., figure reproduction)

You Have Two Opportunities to Sell Your Paper

- ❖ At submission
 - Use the Title, Abstract, and Introduction to announce that an important problem in the field is solved
 - Use the Results, Methods, and Discussion to construct a sound scientific argument to convince skeptical scientists
 - Use the Acknowledgments and Literature Cited to give credit where credit is due

Two Tips

- ❖ Write a Title that states the major result of the study (not what you did, but what you learned)
- ❖ In the Abstract, briefly summarize the topic of your study, its importance, what is known and unknown about the topic, your hypothesis, and what you learned by testing your hypothesis

Also Include a Cover Letter

“Dear Sir or Madam: . . .”

A Poor Cover Letter

- ❖ “We are pleased to submit our manuscript . . .
- ❖ The method of our study is not modern, but we hope this study is quite original
- ❖ Therefore, we are encouraged and hope to find an audience for our research”

A Good Cover Letter

- ❖ Introduces
 - The topic
 - The major result
 - The meaning (impact) of the major result
 - Assurance that the manuscript has not been published before AND is not submitted to another journal

You Have Two Opportunities to Sell Your Paper

- ❖ Second opportunity is at revision submission
 - Be professional and respectful, but you can challenge (with cogent and concise logic and facts) reviewers’ and editor’s comments
 - Respond to all criticisms with an appropriate revision or a reasonable explanation as to why a revision was not done
 - To some degree, this is a negotiation process, but the scientific standards (as interpreted by the editors) of the journal must be met

